

**Minutes**  
**Board of Directors Meeting**  
**Huntington Beach Marketing and Visitors Bureau**  
**Tuesday, February 15, 2011**

3:30 p.m.  
Wetlands & Wildlife Care Center  
21900 Pacific Coast Highway  
Huntington Beach, CA 92648

BOARD MEMBERS PRESENT: Michael Ali, Suzanne Beukema, Margie Bunten, Shirley Dettloff, Steve Dodge, Kevel Patel, Marco Perry, Joyce Riddell, Dean Torrence

BOARD MEMBERS ABSENT: Brett Barnes, J.D. Shafer, Robert Vaughan, Tom Shields

GUESTS PRESENT: Kellee Fritzal

STAFF PRESENT: Steve Bone, Bob Wentworth, Madison Fisher, Nicole Llido, Briton Saxton

1. **Meeting called to order** with Antitrust Reminder (*see reverse of agenda*) at 3:35 p.m. by Chair Kevin Patel
2. **Roll Call**
3. **Public Comments** – None
4. **Approval of January 18, 2011 Board Meeting Minutes** – Motion/second by Bunten/Riddell. Ayes unanimous. Minutes approved.
5. **TOT report by Kellee Fritzal** – Gross is up, increase from previous year.
6. **Financial Report by Steve Bone** – High expenses will even out in the upcoming months.
7. **Chairman's Report by Chair Kevin Patel** – There will not be a shuttle running down Beach Blvd. during the summer. Tuesday nights there will be shuttles running from City Hall to Downtown. The Hyatt has finished their guest room renovations.
8. **Marketing Report by VP of Sales & Marketing, Bob Wentworth** –
  - a. Chris Anderson (Director of Sales) begins work at the Bureau next week
  - b. SmartMart in San Francisco yielded five leads
  - c. Affordable Meetings West conference will take place in Long Beach in May
  - d. Pow Wow takes place in May
  - e. Group Collateral for DOS to use – featuring hotel specs
  - f. Website Upgrades
  - g. Visitor Guide publications – development of downtown walking tour
9. **Sustainable Tourism Report by Chair Shirley Dettloff** – Meeting this month will focus on how elements of City will utilize guide – to inform and educate
10. **Advocacy Committee Report by Chair Joyce Riddell** – Focusing on Travel & Tourism Week (5/7/11-5/15/11)
11. **Presidents Report by Steve Bone** –
  - a. US Open of Surfing Economic Impact Report
  - b. Film Commission Marketing Plan
  - c. OCTC Update: Funding, Cultural & Heritage Tourism, CSUF's center for E&T
  - d. Visitor Profile Study
  - e. Strategic Destination Plan
12. **Motion to adjourn meeting.** Motion/Second by Riddell/Gagnet. Ayes unanimous. Meeting adjourned at 4:42 p.m.